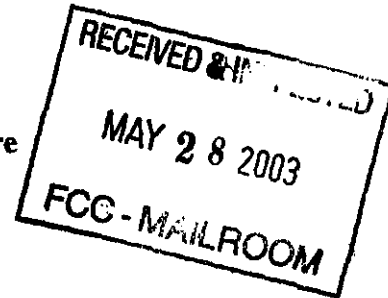


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### BEWARE MEDIA CONSOLIDATION

For the past few months I have been following with great interest the scant news pertaining to a very important issue which involves all the people in our country. It is an important and far reaching decision that the 5 appointed members of the Federal Communications Commission (FCC) will be making on June 3<sup>rd</sup>. In all the reporting on the issue I think that this editorial in the May 26<sup>th</sup> issue of Business Week put it as succinctly as any I have seen. It is **IMPORTANT** that all Americans are aware of what is at stake and what we all stand to lose.

### INSET BUSINESS WEEK EDITORIAL

It may be hard to believe in 2003, but the airwaves are still owned by the American people not the media giants. If you agree the public airwaves should not be run and monopolized by a handful of media czars contact the FCC or Senators Gregg and Sununu and Congressmen Bradley and Bass. Personally I think even the current rule of 35% is too high, but if this passes gone forever will be any semblance of local media anywhere. You can contact the FCC by writing them at:

Federal Communications Commission  
445 12 th Street SW  
Washington , DC 20554  
ATTN: Chairman Michael K. Powell  
1-888-225-5322  
or on the Web at FCC.org.

### Short Bio:

Clifford Taylor is a former General Manager of WHEB-FM and WHEB-AM before it went off the air. He is a Past President of the Greater Portsmouth Chamber of Commerce and a Past President of the Portsmouth Rotary Club.

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**"The Federal Communications Commission is about to vote on new ownership rules that would further the consolidation of America's media, putting more outlets in the hands of a few conglomerates. The agency is responding to federal court decisions telling it to examine existing ownership limits in light of the rise of the Internet, hundreds of new cable channels, and satellite TV. The FCC has concluded that these new technologies now provide more media outlets for the public and that increased media conglomeration would not harm the public's need to be informed. WE BEG TO DIFFER.**

**Despite all the innovations of recent years, the vast majority of Americans do not get their news from cable channels or the bbc on the Web. During it's review of media rules , the FCC found that 56% of those it surveyed in September 2002, relied primarily on TV for their news and information, 23% on newspapers, 10% on radio, 7 % on cable and even less on the Internet. More consolidation of the media is likely to lead to less access to diverse sources of information.**

**Broadcast networks and the conglomerates that own them say nothing less than free tv is at stake in the FCC decision. They argue that cable is drawing away their audiences and cutting into revenues. Buying more tv and radio stations and newspapers would pump up profits and save free tv. It doesn't wash. The networks still retain the largest share of total national audience despite competition, and their rising advertising rates and profitability attest to that. The networks are also sitting on billions of dollars' worth of unused spectrum handed to them FREE BY CONGRESS. Wireless and other companies would pay dearly for it.**

**The courts were right in asking the FCC to reexamine its rules in light of the technology changes. But the FCC is seriously miscalculating the effect of the new technologies. In the Senate, Ted Stevens(R-Alaska) is joining Ernest Hollings (D-S.C.) in introducing a bill to maintain the current FCC rule that no single conglomerate can own tv stations that have more than 35% of the nation's tv audience. A similar bipartisan bill has been introduced in the House. The FCC should listen to the voice of the people." (Business Week Magazine May 26, 2003 editorial page 126)**